

January, 1958

the Canadian Realtor



—Courtesy Hamilton Chamber of Commerce

Aerial view of Hamilton, OAREB's Conference City

Four Questions To Help You Close — page 11

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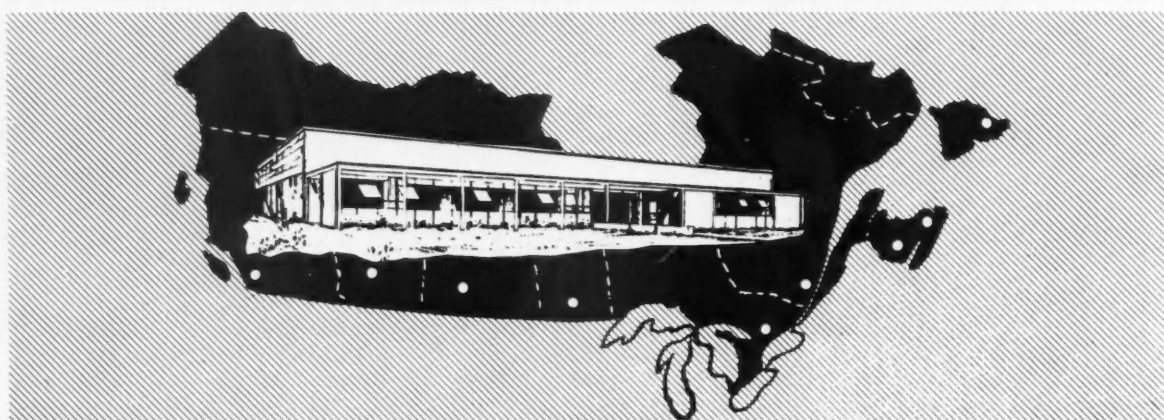
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the Canadian Realtor



"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves."—Charles Dickens.

ON THE UP AND UP

So you think the real estate business has increased quite a bit over the past ten years?

Be warned!

It's nothing to the expansion that's due to take place in the next thirty years.

That's the advice that can be deduced from a study of figures in a recently completed study by the Bank of Montreal.

Requested to make a study of the service industries . . . which make up nearly half the Canadian labor force . . . on behalf of the Royal Commission on Canada's Economic prospects, the Bank of Montreal has just published its findings, from which our figures are taken.

From 1931 to 1941 the number of people employed in these categories: Finance, Insurance and Real Estate in Canada remained almost steady at about 90,000. In the decade since 1941, the total employment in these fields has increased to 150,000. By 1980 the report indicates, an expected 350,000 people will be employed in these services.

At that rate, figures in the report indicate there will probably be 44,000 persons employed in real estate businesses in 1980.

This means that the membership of the Canadian Association of Real Estate Boards will more than double during this period, and that the membership of all its constituent boards will also more than double during the same period.

CAREB is more than ready to meet this anticipated expansion: local boards would do well to remember this survey when making long-range plans for the future.

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Part 2

Methods and Procedures Of Operating a Real Estate Office

Second part of an address by JULES SAXE to the Vancouver CAREB conference.

A B.Sc. and a Bus. Admin. graduate, Mr. Saxe has operated a real estate office in California with his wife since 1938, and now employs 25 persons, including 14 salesmen. Forced to curtail his business activities due to ill-health in 1948, Mr. Saxe began studying in the real estate field more extensively, attended state and national conventions and began lecturing for the University of California (where he has developed a course in Real Estate Office Management, for managing brokers), and to realtors' groups across the nation.

(In the first part of this article—see page 4, January issue, Mr. Saxe discussed successful management)

Forming A Partnership

Let's take the first reason—due to the age of the boss. If a salesman knows you are going to retire soon, then the sooner he gets started for himself, the better. I believe that the only answer that can be found is the formation of a partnership or a corporation, rather than an individual office. Very peculiarly, we rugged individualists hate to give away any interest in what we ourselves own. And yet what we have is worth so little when you consider that when you retire or pass away, no matter how many thousands of dollars you have spent in advertising, and no matter what you have built in your business, unlike a business that has good will and a stock to sell, your widow has nothing, other than a very major depreciated value in the desks in your office.

So in order to solve this problem, consider it this way—form a corporation or begin a partnership. Don't go both ways. If you form a partnership, go in with the belief that you may take one partner today, but that

there will always be openings in the future for younger partners, who will be developing to the managerial level. In this manner the staff that grows up with you recognizes that there will be a continuity of business, and those people who are much younger than you will be in the position of knowing that they have a lifetime job, even though you, as head of the firm, aren't always there. That's a difficult one, but I think that those who are going to face a long time future are going to have to consider it.

The second point is a simple one—due to ambition, or the human element. We can answer that point with our eighth point—when his wife starts pushing him. Now we want ambitious people. They're the ones who make us the best living. But those who are ambitious are also capable of going in for being salesmen-brokers for themselves. They should know that after a period of time, there will be an opportunity for them to own stock in your business, and possibly if they have qualities for management, or will study towards it, they too may become managers. It's this future potential that will keep people with you indefinitely. If they know that you're thinking of them in the long future, you're not

going to lose them for ambition in that sense.

What about number three—the man who reaches a plateau intellectually? If he truly has, and you recognize it, you have to open up a new department for him, whether it's a branch office or if you're in residential, to develop towards commercial, or make him assistant manager in residential—whatever he's best suited for, and remember, there are men who are lacking in managerial ability, but who are terrific salesmen. Those men have to have some spot found for them that will change their thinking, and give them new incentives of learning, because with many of us, learning and knowledge are just as great as the income which they may make.

Dislikes Leaving Friends

Now our point number five—the man who hates to leave his friends and boss, but who feels he has no future, and particularly, that he's making his friends and boss rich, but he is concerned about himself. The only way you can keep that top salesman, who is capable of making money himself, is by thinking and working for him so that he can make more, and obviously as he makes more, you

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make more. In fact, the whole premise of a successful real estate office is—the harder you work, and the more you think of the income of your salesmen, and their individual successes, the more successful you will be. In order to accomplish this, management must be paid adequately enough to enable them to work solely for the sales staff. The whole efforts of management should be devoted to thinking of how much money your salesmen are making, because if you're concerned about your salesmen, and enough of your salesmen make money, you automatically make money.

Nobody Works For Salesman

I have a saying regarding management, and I think it's worth some consideration. The salesman works for the boss, the boss works for the boss, and nobody works for the salesman. Isn't this one of the biggest reasons why we left our former employers? If we just shift that around and say, "The salesman works for the boss, but the boss works for the

some salesmen's beliefs are correct. As a matter of fact, however, while it's true that your competitor knows very well what you make, your salesmen minimize your expenses, and double your profits, and think you are making an awful lot of money. And remember this—maybe you are making too much money.

If you're making \$25,000 maybe you should cut down to \$15,000. Then the next year you'll be making \$40,000, or the year after. No matter what you're making, by adding top management and more management, you are going to go ahead in the long run. So don't feel that your salesman is completely wrong; let him know what you're doing. It's very important, until you reach the stature of being a total executive, with two or more managers under you, that you never let the men under you become envious. If men started with you when you started, and you've made a great deal of money, and your wife comes out with new clothes and minks, and you have two or three Cads at the house, and

gers in some capacity. I think the most important thing to remember in this grouping is when one man leaves and is successful, it makes the rest of them see possibilities for themselves. I think we all know this is true. I wonder if you've ever considered this. If I were looking for a job up here in Canada, do you know what I'd look for? I'd go into several offices, well established offices, and just as well as being interviewed, I would interview the manager or owner. And I would say, "How long have you been in business?" And he might tell me ten years—twenty years—six years.

Let's say he'd been in business ten years, but his senior salesman had been with him three years. This gap of seven years would indicate to me. "Well, I might be here two or three years, but then I'll be gone. There's no future here." Remember, all of us want security. We want long range futures. We don't want to look for, or anticipate looking for a job in another two or three years. We want good management.

I'll give you four simple things that I believe all salesmen want. One—they want a man who is interested in developing salesmen. Two—they want a man who is interested in being a good coach. Three—they want a man who is willing to delegate authority. And four—they want a man willing to allow a salesman to make mistakes and learn by them.

"How do you stand up against this challenging listing of leadership qualities?"

salesman", then we'd equalize the balance, and then everybody's happy for a long, long time. Because, believe me, most salesmen would rather not leave you. They'd rather have the security of knowing they're with a big successful firm, and that they're part of it, and that their futures are as secure as the firm's future.

Now we take that man who finally tires of direct selling to make each dollar, and he wants to be what the boss is, and have others do the work for him. If he has management ability, he should be given the job of being a manager, and you've held him with you, instead of sending him across the street from you to work twice as hard, and you will work twice as hard, and neither of you will make as much.

Is "Making Money" Success?

Number Seven—the dream and belief of every salesman is that the boss just sits back, and money just rolls in. Unfortunately, for those brokers who believe that success is merely making money, I think that

your salesman, who was once just as good as you, when you started together, is still just a salesman, how can he keep faith in himself and stay with you?

On the other hand, there's an interesting twist. If you move out of the level of direct work with your men into the job of executive or Chairman of the Board, with other men directing the activities, all these older men will be getting the most out of their capacities, and they'll be proud of the fact that you have all these things, and that you represent the firm, and are the head of the firm, and they know that they too will be doing well.

Number Ten—If the boss adds new salesmen, and starts helping them, so the older men, who succeeded when the boss was helping them, start slipping, the important thing is that you have to add new blood, but as you add new blood, you have to add new managers, so that everyone gets as much help forever as is necessary for them. And those that don't need help become helpers, or mana-

Lists Leadership Qualities

In concluding my talk today, I would like to give you a list of some leadership qualities that I think perhaps can help you.

First good management and co-operation of a sales staff should double your productivity. Doubling usually means cutting the costs in half. So to be a broker, it's important just to study leadership, not how to list a house.

Secondly—remember that every business reflects the personality and character of the boss, whether he likes it or not. Thus, the boss sets the climate. If you allow deals to be made, Ladies and Gentlemen, where the client undersells, or the buyer purchases a house he can't afford, you know you're making commission, but your salesman knows you've put somebody in trouble, and they believe that you may sleep well, but they can't believe that they should have such ethics for a total lifetime. So it's important to remember that—you set the climate!

Point number three—every man, if he desires, may be lazy, antagonistic,

METHODS & PROCEDURES

(Continued from page 5)

harsh or scheming. He can also be very nice, and do things due to emotions.

Number Four—in other words, they do them due to pride, greed, fear, vengeance, hate, self respect, generosity, integrity, justice and legality. This is all part of the fact that the manager or the owner sets the climate, and every manager you choose must have your qualities of integrity, generosity and justice and love, if you're going to successfully build a large organization. Simply said, every man can be a hero or a villain.

The next point—the fifth—a boss must get the good out of a man without letting the bad interfere. Remember, as I just said, everyone can be a hero or a villain, and none of us is perfect. Now let's just think in terms of understanding why a man is bad. It may be the result of what occurred during his younger life. What sad experiences did he have when he was in the employ of other people? And what can you do to rectify this?

Working Together

The sixth point is that work is done by average men working together, getting results that rise far above the average. Don't look for genius, and you don't have to be a genius, if you know how to love and work with people. Or perhaps it sounds better to say if you know how to work, and you love people. You can't build a business if you don't realize that, as important as the public is to you, take care of it. The people that you live with every day and who make you your living, I think are the most important people to you.

Next point. Management needs an inspiring enthusiasm that bubbles when times are difficult. Sure, you're going to have a bad day, a week or month now and then—maybe even several months. But the time that leadership stands out is when things are bad for yourself and your men. And if you can look at things from a long range viewpoint instead of at short range, you have no problem on this matter of being a real leader in difficult times.

Point number eight—the best rule to remember is a simple rule—it's the Golden Rule. It's important to consider if you should be informal with your men and treat them as you would have them treat you. Ask them for their advice, and give them responsibility, even though they're

just salesmen, and not managers. The best way that you can give them responsibility is to give them an opportunity to solve a problem, instead of having them come to you and your giving them an answer. Let them find the answer. Let them solve the problem, and they'll be a great deal happier.

Give Them An Objective

The ninth point is to give men an objective. The best example, of course, that we can discuss on that matter is the example of the foreman who had men digging a hole for him, and after they had dug a hole six feet deep, he said, "Fill it up and then come over here and dig a hole." And after they had dug about six or seven holes, one of the men finally said, "Tell me, what are we digging all these holes for? This is crazy." And the foreman said, "Well, we're digging here because we want to find where a pipe is." One of the diggers said, "What are you talking about? We were right next to the pipe in the first hole we dug." Well, this is so often true with us when we tell our men what to do. We don't explain to them why we're doing something, and their lack of understanding eliminates the enthusiasm and hinders the development of your individual salesmen. So it's very important that you let people know just what you're seeking in every activity they are directed to do.

Point number ten is—delegate authority. You don't only have to delegate it at the management level. You might assign one of your salesmen the responsibility of seeing that the ads have been checked by each salesman each day. Assign another man the responsibility of seeing that the office is kept clean, and give him the authority that goes with it. Assign to still another man the duty of seeing to it that all salesmen check with the office as to when they go out, and where. There is a multitude of minor authorities which may be delegated to your salesmen, and if this is done, they will enjoy the responsibility and be a great deal happier than they would be without it. A major problem is the owner who dislikes delegating any authority to others. To become a real executive and an owner of a business, and enjoy the management philosophy itself, you have to delegate authority. If you don't feel that a man can be trusted with some authority, then don't keep him. If he's any good, he can be trusted with responsibility, and can become as good as you are.

The next point we must consider—

number **eleven**—and which is something we haven't touched on yet, is an incentive plan. It is very necessary to offer a man something of an incentive. It can be a percentage of what they make, but we find that the best incentive you can give a man is to give him some profits out of your total business. Set up a program by which your men can have a retirement pension. Give him a percentage of the total net income—you don't need it all. Part of it you can pour back into additional departments. Then let the men know that they have an opportunity to get something from the net income of the business. There are many different bonus plans. You must seek your own, and choose the one best fitted for your people and your set-up.

Erase Fear of Criticism

It's very important, to be a true leader, to eliminate in your men the fear of criticism—that if they make mistakes, you are going to discuss the matter in front of the whole group, or any other member of the organization. Criticism is a very dangerous animal. If they fear being criticized, they will never do anything to cause criticism, thus they'll never make mistakes, and they will never progress or develop. Remember, everybody, including yourself, is sensitive. Practically as a corollary of this, let your men think aloud with you. Let them try their crazy ideas. Maybe you wouldn't do it, but it's amazing how many crazy ideas create deals, and don't worry about their mistakes. In fact, the man who is today my partner, and the man who runs our business, is the man who made more mistakes in the office than any other salesman, or perhaps all the other salesmen I ever had, put together.

High Pay - Good Returns

Your managers should be paid various amounts, and it's a question that everyone in every group says, "What do you pay your manager?" I believe that you have to anticipate paying a very high salary if you expect good results from your staff. It's also very important, under this belief of high pay, that your top men should know that there is a sound promotion method or policy; that your older men should be given staff jobs, management jobs, or jobs in other departments where they have authority. Give the younger men responsibilities so that they may learn the business, and give your older men promotional jobs that take them away from the role of being just salesmen all their lives.

Under this heading, as you develop a man, put him into rentals. Then get a little money ahead, and open up a commercial department, if you don't have one, and give a man a salary for six months while he's developing it. The same thing can be done in property management, or insurance. You have to get started, and you have to do it with man power. Just as when you made an investment and opened your office, invest in man power individually, as each of your men reaches the point of deserving that right. It's very important to build up your deserving men in front of the group, and compliment them for what they've done. All people like to know that the boss recognizes that somebody is doing a good job. It is equally important to encourage, in all your men, that each one engage in some outside activity, such as public speaking, church work, Boy Scout work, or anything else they might do for civic and community purposes.

Put Aside Earnings

The last program which I highly recommend, which is something that we do, and that many other firms are doing today, is to try to get your men to give you a small percentage of their earnings. We take from our men ten per cent of everything they make. We don't insist upon it, but we do recommend it, and what we do is take their money and build it up until it becomes big enough to invest it for them. When it gets a little bigger, we give them an opportunity to step in and buy a piece of real estate with it, strictly for investment. We definitely do not believe in speculating, and we find that the larger firms cannot serve two masters, and, therefore, do not speculate. However, I think it's another matter when it comes to an investment. Every man who is selling real estate should own his own home, and he should also gradually build up savings accounts in the form of various properties that he owns against that ultimate retirement day.

Ignore Your Own Income

So, all through our program, as you may have seen, management means thinking of your salesmen and their incomes, and ignoring your own. If you make enough money for all the men who work for you, you will make a lot of money yourself.

As you develop, you must departmentalize, and, as you develop more departments, each department head should come to you, but the employee under the department head should have the right to come to you only

NAREB Convention Elects Graves President

H. Walter Graves, Philadelphia, was elected NAREB president for 1958 at the historic 50th annual convention of the Association held recently in Chicago. The president-elect will take office in New Orleans in February, succeeding Kenneth S. Keyes, Miami.

Now the chairman of the Realtors' Washington Committee, Mr. Graves is also a member of NAREB's Executive Committee. The president-elect previously served the Association as its treasurer.

Included in the many other positions he has held is the presidency of the Philadelphia Board of Realtors and of the Philadelphia chapter of the Institute of Real Estate Management, and membership on the Executive Committee and board of directors of the Pennsylvania Real Estate Association. Mr. Graves is a vice-president of the firm of Albert M. Greenfield and Company.

NAREB's 1960 Convention is to be held in Toronto.

Study Economics

A restudy of our monetary system "to gear the national economy to today's production needs," including that for more mortgage money to meet the increasing housing demand, was called for by President Keyes.

Characterizing the shortage of mortgage money in the face of in-

creasing demand the most pressing problem of the Realtor, Mr. Keyes declared that "it has put the home market into a trend that isolates it from the direction of the general economy."

when he disagrees with a decision handed down by his manager. You, on the other hand, should not answer the salesman by telling him the manager is right or wrong. You should go back to the manager involved, and discuss it with him, and then have the manager, if he has been wrong, correct his own mistake with the salesman. If he isn't, the manager should, perhaps with you, or perhaps without you, and explain why the opinion the salesman had is wrong, and that top management has disagreed with him. This is the only way, and what I believe is the best way, that you can build a successful business. There are many others, but I believe that this is getting closer to sound business management in other types of industry, and something which I think can apply to real estate just as well as in any other field.

creasing demand the most pressing problem of the Realtor, Mr. Keyes declared that "it has put the home market into a trend that isolates it from the direction of the general economy."

As a step leading to the possible solution of the money shortage, the NAREB executive re-stated his plea for support for President Eisenhower's request for a "thorough-going restudy of the adequacy of our entire monetary system by a national monetary commission."

Progress "Beyond Imagination"

The accomplishments of NAREB in the last 50 years were lauded as "almost beyond imagination" by Leonard P. Reaume, Detroit, president of the International Real Estate Federation and a past president of NAREB. He pointed to professional development and ethics, and higher competency "in the carrying out of our greater responsibility which is the protection and promotion of private property rights—the essence of all human rights."

He was joined in this theme by FHA Commissioner Norman P. Mason who pronounced the term Realtor "a title of which to be proud." Mr. Mason went on to warn against the dangers of second mortgage financing which, he declared, might tempt Congress to "set up a direct lending program."

Fine Business Opportunity

The rehabilitation of old homes was termed "the best business opportunity in the United States today" by Walter S. Dayton, Bayside, N.Y., chairman of NAREB's Build America Better Committee, in another convention address.

"Every indication makes probable," he said, "that rehabilitation of older houses will soon be a larger dollar volume industry than the construction of new homes." As an indication of the business potential, he declared that the 1950 census showed more than 9 million substandard nonfarm homes.

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No man has ever been able to prove the excellence of his talents by shooting his critics.

La Vente D'Immeubles Aujourd'hui

For our French-speaking readers, we present a translation of an article previously published in the Realtor. It is "Real Estate Selling Today", by W. H. Shortill. With Mr. Shortill's permission, the article has been translated into French by Henri Paquet.

Adjourd'hui la vente d'immeubles est simplement fascinante si l'on adopte une attitude professionnelle. Je crois qu'il est très important que l'on doive posséder cette idée pour réussir. J'aime à penser souvent à ces mots, sincérité, travail confiance et enthousiasme; ce dernier domine tous les autres. Un vendeur enthousiaste pourra contourner bien des difficultés personnelles. Il a été estimé que 90 pour cent de la vente consiste en l'habileté de bien s'entendre avec le client et 10 pour cent de savoir faire technique, alors commençons maintenant à nous analyser sur une base professionnelle.

Nous reconnaissons qu'il s'écoulera encore quelques années avant que nous possédions un statut professionnel complet, mais nous sommes sur la bonne voie et ce dans tout le Canada. Il est nécessaire aujourd'hui d'obtenir le plus possible des hommes bien renseignés et bien éduqués. Comment pouvons-nous atteindre ce statut dans notre magnifique pays avec son économie toujours croissante et un standard de vie qui ne cesse d'augmenter.

Plus d'heures

Tout d'abord commençons par nous-mêmes. Notre apparence, notre manière de s'habiller, et nos coutumes; et j'appuie sur l'élimination des mauvaises habitudes et le développement constant de bonnes. L'autre jour, je demandais à notre meilleur vendeur comment augmenter nos ventes, et il me donna une réponse merveilleuse. Sa suggestion fut de travailler plus d'heures. Évaluez votre vraie valeur sur une base d'une année de 13 mois, et je vous suggère de vous alouer un mois pour vos vacances.

Il vous reste donc 48 semaines, et sur une base de 50 heures par semaine, ceci vous donne 2,400 heures à consacrer à la vente immobilière. Si vous fixez votre objectif pour un revenu personnel de \$6,000 ceci veut donc dire un revenu brut de \$12,000, pour votre compagnie et vous même; \$12,000, divisé par 2,400 heures vous

donne donc un revenu de \$5.00 par heure de travail. Si vous voulez gagner \$9,000, votre temps vaut donc \$7.50 de l'heure.

Si vous fixez votre objectif à \$12,000, vos heures de ventes valent donc \$10.00, la morale de ceci est "ne perdez pas votre temps". Dans une entreprise où la rémunération est à base de commission, votre temps est de l'argent. Je crois que si l'on présente aux vendeurs leurs gains de cette manière, on éliminera ainsi une énorme perte de temps. Si l'on veut que demain soit fructueux, on doit y faire ses plans aujourd'hui. Il y a un dicton qui d'après mon opinion a beaucoup d'importance et qui dit "Faites le plan de votre travail et réalisez votre plan."

Je présume que vous mettrez toute votre attention à votre apparence personnelle; n'exagérez pas et ne portez pas de ces habillements qui pourront distraire votre client. L'item suivant que l'on doit éviter de négliger est l'apparence de votre automobile qui constitue votre bureau lorsque vous êtes avec un client.

Puis dans l'ordre d'importance viennent vos notes dans votre filière portative, et dans laquelle vous devrez trouver sans trop perdre de temps toutes les informations nécessaires concernant vos propriétés et votre ville, et soyez certain de posséder tous les renseignements possible.

Tous et chacun semblent penser que l'immeuble est une entreprise mystérieuse, mais à mon opinion il existe que sept items essentiels:

(a) **Déplait de ventes**—Tout ce que vous collectionnez ayant trait à la vente devrait être placé dans ce déplait afin d'y référer souvent. Un autre point que je désire souligner, et ceci s'applique à toute documentation que vous recevrez dans les années à venir, aussitôt que vous aurez des articles quelconques, écrivez votre nom et la date aussitôt que vous les recevez. De cette manière ils vous reviendront si jamais ils sont écartés dans votre bureau.

(b) **Déplait de publicité**—On dit

souvent que 80 per cent de la publicité dans le domaine d'immeuble, est gaspillée par cause de la mauvaise rédaction et par un pauvre agencement des annonces. Si nous rédigeons notre propre annonce, nous sommes des amateurs essayant de concurrencer dans un domaine professionnel.

Toutefois si vous rédigez un dépliant de publicité, il existe aujourd'hui plusieurs sources où vous pourrez obtenir vos renseignements. Il est très difficile pour un vendeur moyen de pouvoir s'asseoir dans un bureau achalandé lors d'un jour de travail et de pouvoir rédiger une telle annonce qui amènera la vente d'une propriété. Même si rédiger une annonce convenablement, est la chose la plus importante après avoir obtenu le mandat de vente. Récemment, un de nos agents vendait une maison de \$55,000, exactement 12 semaines après l'avoir inscrite. Nous avions essayé tous les moyens, et finalement il écrivit son texte si bien qu'il obtint 13 appels pour informations et vendit la propriété par la suite.

Deux Facteurs

Il y eut deux facteurs qui aidèrent la vente, la rédaction était si bonne qu'elle amena 13 demandes, et volontairement il omit de mentionner le prix. Ceci est contraire aux procédures ordinaires de publicité qui nous dit que si vous ne mentionnez pas le prix 50 pour cent des gens intéressés ne répondront pas à l'annonce. Mais si toutefois vous avez besoin de clients, je recommande que vous ne mentionnez pas le prix. Et je suggère que si vous grossissez graduellement votre dépliant de publicité, vous allez doubler et même tripler vos ventes, si vous l'employez de la manière suivante: apportez votre dépliant chez vous et écrivez vos annonces dans un endroit tranquille. Laissez-les de côté pour une journée puis rédigez les de nouveau. Il est presque impossible pour un vendeur d'imaginer toutes les phrases nécessaires qui attireront l'attention du lecteur. Un dépliant de publicité bien complet

lui donnera de nombreuses suggestions dans très peu de temps.

(c) **Rappelez vous "AIDA"**—Naturellement toute annonce bien préparée quelqu'en soit la longueur devra refléter ce mot du code "AIDA", attention, intérêt, désir et action.

(d) **Un journal**—Les médecins et les avocats emploient tous un journal de l'emploi de leur temps. Toute visite ou discussion importante que vous aurez dans la journée devra être rentrée dans votre journal au jour correspondant. De cette manière vous éliminerez tous ces petits bouts de papier qui peuvent être facilement perdus ou détériorés. Avez-vous déjà considéré quelle importance pouvait avoir le nom d'un client. En 1956, à la chambre d'Immeuble de Toronto par le système Co-Op la moyenne des ventes était de \$15,000. Dans notre propre organisation, la moyenne des ventes pour les derniers six mois était de \$20,000.00. En d'autres mots la commission moyenne par vente variat entre \$750. et \$1,000. Je ne crois pas que je doive appuyer plus longtemps sur l'importance d'un journal quotidien.

(e) En plus d'un journal il est très important que chaque vendeur possède un **livre de rendez-vous**. Ce livre servira à préparer vos entrevues pour la semaine et de plus sera une sécurité pour votre mémoire. D'après mon opinion, rien ne peut rendre un client plus furieux que l'oubli d'un rendez-vous avec lui. Il peut même en résulter une cessation complète d'affaires avec vous. Ceci s'applique tout particulièrement lorsque vous transigez avec des professionnels comme les médecins, les avocats, les dentistes, les directeurs de compagnies qui sont en général très occupés et dont le temps est précieux.

(f) En dernier lieu vient la **"fiche du client"**. Cette carte devient un guide très précieux si vous l'employez adéquatement, elle épargnera votre temps et celui de votre client, et de plus vous permettra de faire un choix logique du genre de propriété désiré pour compléter une vente. Vous devrez toujours avoir ces fiches, que ce soit au bureau ou lorsque vous visitez des propriétés. Ne les laissez jamais chez vous. Le bon "listing" peut se présenter le jour où vous aurez oublié vos fiches et alors il ne vous viendra pas à l'idée que la propriété inscrite conviendrait parfaitement pour tel client. Un dernier conseil n'allez jamais voir un client sans avoir votre serviette. Pouvez-vous vous imaginer un médecin qui se rendrait visiter un malade sans sa trousse. Le client avec qui vous êtes

peut changer d'idée pendant que vous courez à votre automobile chercher vos formules et ne pas vous accordez de mandat.

Obtenez Le Mandat

Le pas suivant est d'obtenir le mandat. Le meilleur vendeur au monde ne peut vendre si il n'a rien à offrir. La plus grande faute dans notre commerce est que les vendeurs veulent dépenser 90 per cent de leur temps à vendre et 10 per cent à obtenir des mandats. Voulez-vous doubler et même tripler votre revenu sans plus de travail. Je suggère que vous renversiez cette procédure et dépensiez 90 per cent de votre temps pour obtenir des mandats et 10 per cent pour vendre. Evidemment le pourcentage réservé aux mandats comprendra aussi les inspections de propriétés.

Un vendeur doit avoir un quota quotidien de 20 personnes avec qui il doit communiquer ou discuter d'immeubles. Ici je recommande l'usage du téléphone mais d'une manière intelligente. Sur ce point la Compagnie de téléphone peut vous fournir des pamphlets sur la manière de se servir du téléphone.

semaine tout en vendant occasionnellement. Toutefois le vendeur qui s'occupe d'obtenir des listings vend automatiquement plus parce qu'il connaît plus de propriétés. La plus grosse vente qui s'est faite dans le centre d'affaires de Toronto depuis 25 ans a été celle d'une bâtisse neuve au montant de \$5 millions, que nous avons vendu à une firme de New York; et ceci ne fut pas dû à ce que nous avions effectué la vente, mais que la bâtisse se vendit par elle-même. La vente eut lieu parce que nous avions en vente une propriété qui était ignoré par les autres. Comment aurions-nous transigé cette propriété si l'on n'avait pas été au courant? Officiellement elle n'était pas à vendre, mais nous avions créé assez d'intérêt que l'acheteur soumit une proposition qui fut acceptée.

Continuellement les vendeurs me demande où obtenir des propriétés à vendre. Il n'a pas d'excuse qu'un vendeur ne sache pas où il peut obtenir des mandats. Tout ce qu'il requiert est de l'ingénuité, de l'imagination et de la volonté de vouloir travailler. Nous avons tous la tendance

Demandez-vous toujours "Existe-t-il un meilleur usage pour cette propriété?"

Dans notre organisation, par bonheur, un jour je découvris que huit de nos nouveaux vendeurs n'avaient obtenu que sept mandats ou une moyenne inférieure à un par vendeur. Par ailleurs, un nouveau vendeur, avait huit mandats, quatre co-opératifs et quatre exclusifs. C'était le premier jour du mois. Je prédis alors que ce vendeur devrait gagner au moins \$1,000. durant le mois parce que les chances étaient en sa faveur. Le 23 du même mois il avait déjà gagné \$800. et était sur le point de faire signer une vente de \$20,000. Ce qui lui donnait un revenu de \$1,100.

Nous avons payé des hommes jusqu'à \$1,000. par mois qui ne vendaient même pas eux-mêmes mais ils avaient obtenus suffisamment de mandats pour que leurs confrères et les autres bureaux puissent vendre les propriétés pour eux.

Souvent j'ai soutenu qu'un vendeur qui s'occupait d'obtenir des mandats pouvait gagner en moyenne \$100. par

d'éviter tout ce qui saute aux yeux. Par exemple il existait à Toronto un vieux théâtre, fermé depuis quelques années, qui fut vendu récemment pour un commerce de stationnement intérieur, et chacun de nous passait devant cette bâtisse au moins une douzaine de fois par année. Comme conclusion de cette vente demandez-vous toujours "Existe-t-il un meilleur usage pour cette propriété" et tout spécialement pour les propriétés de caractère commerciale, et surtout n'hésitez pas de les offrir aux voisins. On a estimé que trois ventes sur cinq s'effectuaient dans le voisinage.

Decouvrir L'acheteur

Après l'obtention du mandat, vient le problème d'attirer des acheteurs. Incidemment, les annonces classifiées ne sont pas la meilleur source de publicité, par ordre d'importance elles se trouvent au septième rang. Les plus

(Continué sur page 10)

Your PUBLIC RELATIONS

WHEN SALESMEN QUIT

"When a salesman leaves your employ, what procedures should be followed?" is a question asked by many realtors.

The October issue of the Akron Realtor, contains a simple plan that may be followed in such cases so that controversy may be avoided over sales or rentals which might be consummated after the salesman has left.

Every office, the article points out, has a record of prospects and a record of the salesman to whom they are assigned. Most salesmen have also a record of their own prospects showing their activity and their present status.

Thus the article recommends:

1. When a salesman leaves, the broker should go over the prospects in detail with him to determine which are in actual process of negotiation or, in other words, which potential buyers have made a concrete offer to buy or rent, or are shortly expected to make one.

2. All other prospects would fall into a general class to be considered "open". On these both the broker and salesman, in his future position, would be privileged to work without any division of commission.

3. On prospects listed as active, where a deal is actually pending, the salesman and broker should make a list to be signed by both parties. It would then be understood that anything which materialized from prospects on this list would be treated as having been made by the salesman and the usual commission arrangement would be made.

Final Step

The article says one further step is desirable. "The broker to whom the salesman transfers should also be given a copy of the active prospect list and should acknowledge the agreement between the first two parties.

"If these procedures are followed, it seems almost impossible that a misunderstanding could result."

LA VENTE D'IMMEUBLES AUJOURD'HUI

(Continué de page 9)

importantes s'établissent dans l'ordre suivant

- les connaissances personnelles
- les amis
- les références de clients satisfaits
- les appels provenant des affiches à vendre.

Après avoir épuisé ces sources, préparez votre campagne de publicité, en utilisant la documentation que vous possédez déjà sur la préparation d'annonces. Etudiez différentes revues spécialisées et découpez les passages qui peuvent vous servir. Ecrivez vos annonces d'une manière lisible, et laissez des espaces en blanc afin qu'elle puisse ressortir.

Insistez sur le profit et non sur la brique. Vendez la joie de posséder et non l'hypothèque à 4½ per cent, comme j'ai vu l'autre jour en tête d'une annonce. Vendez la nécessité et non la localité comme la plupart des vendeurs souligne. Il est vrai que la localité a de l'importance et doit être incorporé dans le texte mais non comme titre de l'annonce. Vendez l'ambition et non la grandeur des pièces.

Vendez l'amour familiale et non pas le besoin urgent du vendeur qui doit déménager et doit sacrifier sa propriété. Ceci donne une impression négative. Vendez la sécurité, le désir de posséder, le placement pour la vieillesse, le désir du prestige sociale et le plus grand désir de tous; son "chez soi". Ne vendez pas simplement un chauffage à l'huile, mais le confort physique, le luxe, le désir d'exceller. Il existe une quantité de motifs qui influencent l'acheteur. Ne lui vendez pas simplement de la brique et du mortier, vendez lui de la satisfaction, du confort, de la sécurité. Soyons émotifs dans nos annonces et vendons de la santé, de la richesse et de la joie.

Les gens aiment à acheter et non pas à ce qu'on leur vende.

Pernez bien le temps de rédiger vos projets de publicité; employez différents adjectifs; ne soyez pas restreint dans vos annonces. Je me souviens d'avoir déjà écrit cinq annonces, et de les avoir recomposées une deuxième et troisième fois. Dans la semaine nous vendions deux des cinq propriétés annoncées. Mais un mot d'avertissement, l'annonce ne vous apporte que le client, le reste dépend de vous.

N'exagerez Pas

Annoncez les propriétés qui ont les prix les plus bas, pour ensuite lister les meilleurs. Toutefois soyez franc et surtout n'exagerez pas. Ne mettez pas le prix en évidence à moins que le prix soit une évidence, et alors mettez-le au bas de l'annonce. Ne mentionnez pas "sur rendez-vous seulement", vous décourageriez les appels. Employez des adjectifs qui impressionneront. Lisez tout ce que vous pouvez sur la publicité; c'est la plus grande dépense dans la plupart des bureaux, et c'est aussi l'item le plus négligé. L'année dernière nous avons dépensé \$53,000. en publicité et il me fait peur de penser que probablement 80 pour cent de ce montant été gaspillé à cause d'une mauvaise rédaction etc.

Principes Fondamentaux

- La minute qu'un client se montre intéressé à la propriété commencez à lui vendre et faite votre offre par écrit.
- Essayez d'obtenir la signature des partis concernés.
- Obtenez un dépôt substantiel.
- A défaut d'une offre acceptée, essayez toujours de la faire signer à un prix raisonnable. Ceci diminuera vos chances de perdre la vente.
- Si vous réussissez à faire accepter l'offre, avisez l'acheteur sans retard et félicitez-le. Les trois jours qui suivront seront la période de danger dans toutes ventes: l'acheteur se demandera alors si il a fait un bon geste. Naturellement il existe un temps psychologique pour présenter votre offre au vendeur et ceci de préférence dans la tranquillité de sa demeure après l'heure des repas alors qu'il aura un minimum de distractions.

Attitude Professionnelle

Nous devons tous adopter autant que possible une attitude professionnelle et de plus nous devons la considérer comme étant un cours d'éducation universitaire aussi longtemps que nous serons en affaire. Avec une vision positive et un désir de servir, les gains du vendeur consciencieux et sincère peuvent être énormément augmentés. Nous savons qu'en moyenne une famille déménage tous les cinq ans. Si vous ne les oubliez pas dans les années à venir, elles ne vous oublieront pas quand il sera temps de faire un changement quelconque.

Four Questions

To Help You Close

You are showing one of your prize listings. You sense your prospect is interested, but he says nothing. For concrete help in reaching that all important closing, keep these questions in mind.

One of the oldest real estate stories I know is the one about the brand new salesman who had barely finished showing his listing when the prospect turned to him and said, "I think I'm ready to buy this place. What do we do now?"

"I just plain don't know," said the salesman. "This is the first time I ever got this far."

Those of us who successfully sell real estate hardly ever find ourselves in such an opportune position. Usually, we have to get down to the business of drawing the receipt and option agreement by more devious means.

What To Say?

Last fall, in Toronto, a young fellow attending a real estate sales conference said something like this to the panel members: "I feel I am missing sales because I can't bring myself to ask people if they are ready to sign a contract and write a check for their deposit. I sense they are interested and ready to do something, but I never have the right words to say. What should I say?"

It has been my experience, when you are up to that point, you shouldn't be saying anything. You should be asking something.

What you ask depends upon what you already know about your prospect, and about what his needs may be. You are ready to assist your prospect to make a decision. You assist him by asking questions which will automatically bring you into a closing.

Let me give you just four examples, four little monologues with questions that automatically lead you to closing. Maybe you can use them, or revisions of them, sometime.

I. HOW SOON. How soon will you need possession? Could you save another month's rent if we could get you in by the first of the month?

**With acknowledgements to Sam G. Russell, Denver Realtor, and the Toronto Real Estate Board Magazine "Listings", in which these helpful suggestions appeared.*

Time is short, and we would have to move fast. Let's make possession by the first of the month part of the agreement for the seller to sign.

II. HAD YOU THOUGHT? Had you thought about taking title jointly? Most people do. It isn't a decision you have to make right now. You'll have time to discuss it with your lawyer while he examines the title. In the meantime, we can submit your proposal to the seller in both names, if you like.

III. DO YOU KNOW? Do you know a friend in the mortgage loan business? There's nothing better than having a personal friend to say "yes" when you need a maximum loan, as you do here. I know just the fellow, in case you need him. As soon as we get the papers drawn, I'll give him a call.

IV. HAVE YOU ANY OTHER QUESTIONS? Have we covered everything? The loan you will assume is approximately \$10,300 and the monthly payments, including tax and insurance reserves, will be \$92.00. You will have no loan fee to pay because you are assuming the present loan, and you will never have any lump sum tax of insurance payments because reserves included in the \$92.00 monthly payment. Let's get it all down on paper so we can check each item.

I know what some of you are thinking at this moment. You are thinking, "Yeah, this stuff is all right, except that half the prospects these days go off on a tangent about the price, and I'd like to know how you can ask a man a question when he has just got through telling you the price is too high."

Ask Him "Why?"

Whenever a prospect tells you the price is too high, your reply should be limited to one word, a magic word in handling price objection. Simply ask, "Why?"

Maybe you will find the price objection. Simply ask, "Why?"

Maybe you will find the price is too

high because it is beyond his means; he can't afford to get into that range.

Maybe he feels the price is too high because he has heard of homes in this neighborhood for less money. Perhaps he is not thinking of comparable properties, but more of comparable prices.

Maybe he isn't a prospect at all. Lots of people, who aren't really in the market to buy, will spend their weekends looking at houses, just for something to do. Instead of telling you they were just riding by, just stopped out of curiosity, they usually ask the price, shudder a little when you tell them, and then say disdainfully, "It seems to me the price is too high."

Prospect or Sightseer

Sometimes it is difficult to tell whether you are talking to a prospect, a bona-fide buyer who is merely taking issue with the price, or whether you are talking to the weekend sightseer, who is enjoying a few hours of looking at houses. Sometimes he may give you a pretty sound reply when you ask him why he thinks the price is too high. What should you ask him at this point?

You can determine immediately, and without doubt, whether you are talking to an interested prospect at this point. You can ask one question and learn what you want to know and at the same time automatically move into closing.

When he has explained to you why he thinks the price is too high, ask him: "Are you prepared to submit an offer?"

Remember this: You arrive at a successful closing by asking things, not by saying things.

Part-Time Salesmen Out?

Elimination of part time salesmen has been urged by two state realtors associations in the U.S.

Washington and Colorado associations have called for the elimination of part-time salesmen as a step in the advancement of professional standards.

The latter association called on its members to give "careful consideration" to this suggestion "in all communities where this is possible" and added an appeal for the employment of "the best qualified salespeople" for sound basic training. The Washington resolution recommended the elimination of part-time salesmen on professional grounds and also in view of the fact that such personnel "work to the detriment of full-time brokers and salesmen".

In the NEWS



Real Estate Syndicate Sellout in Toronto

Less than a fortnight after Ralph Borchard of Rochester addressed the Hamilton Real Estate Board's one day sales conference on the subject of "Real Estate Syndicates and Trading Companies", concrete evidence of the workability of this new trend in real estate came to light in Toronto.

There were some skeptics at the conference who questioned the feasibility of real estate syndicates aimed at the small Canadian investor, but they should be reassured by the success of the Deer Park Syndicate, whose shares were a sellout in Toronto last month.

Aimed at bringing the small investor into the real estate investment field this syndicate offers

- 350 \$1,000 participation units in the ownership of 50-suite apartment building
- an estimated 8.4 per cent direct return on the investment
- a \$50,000 fund for the purpose of converting units to cash if the necessity arises for any of the investors.

Endorsed By Trust Company

The syndicate is being promoted by A. H. Rushforth, Toronto financial agents with the Guaranty Trust Co., as trustee and managing agent.

Trust company endorsement, and the feature of redeemable units, make

this investment attractive to small investors looking for security.

The plan, probably the first of its type in Canada, is part of an increasing trend to open up major property investment to small investors on a syndicate basis. The trend has started in the States, as Mr. Borchard told the Hamilton realtors, and the way is open for other Realtors in Canada to investigate the possibility of similar deals.

Editor's note: Stocks of the National Institute of Real Estate Brokers bulletins on "Syndicates and their Formation", at the CAREB office have been exhausted by recent demands; however, stocks are expected shortly.

★ ★ ★

Ask Realtors Help Find Parks

Recognition of the value of the services available through Realtors came in Windsor last month when Clarence Cole, chairman of a Metropolitan Parks Planning Board suggested that realtors be enlisted to help the committee locate sites suitable for development as provincial park areas.

Realtors could assist the board in its search for new green areas to be set aside for recreational purposes, he said, by submitting detailed descriptions as to size, location and price of any land that might be suitable for a provincial park in the county.

Trend in Winnipeg

Similar trend involving an awareness by city officials of the services of realtors is evidenced in Winnipeg, where a civic finance committee meeting recommended that real estate brokers be offered commission of 5 per cent if they can sell industrial property in northwest Winnipeg industrial area.

Previously, the committee had advertised the sites nationally, and though several enquiries had been received, no property had been sold.

(Editor's note: Go to it, Winnipeg realtors!)

★ ★ ★

LATEST TARGET IN low-cost housing is a three-bedroom, no basement, detached home around \$7,000 plus land cost. Work has started on a site at Preston, Ont., backed by National House Builders Association with a direct loan from Central Mortgage & Housing Corp.

Federal Aid For Cheaper Homes

Twenty-one VIP's of the housing industry sat down in Ottawa at the end of November to discuss ways and means of providing the man earning less than \$5,000 a year with a home.

Amongst the conclusions:

(1) The country can't stand a higher proportion of ranch style bungalows on large lots. "A higher density rate is essential in certain metropolitan areas", they agreed.

(2) Storied, rental apartment blocks are probably the closest answer to low-cost housing. Quality construction through government or co-operative agencies which can borrow building capital at low interest would lead to longer-term financing, cheaper rents.

(3) Federal Government should amend the National Housing Act, to enable financing of main trunk watermains and sewers to be done with federal backing.

(4) In general, even if more people were made eligible for NHA loans through easier terms, not many more housing units would be built at present, because of the relative shortage of investment funds.

(5) Modular construction may be the best way of cutting construction costs. It could, for instance, reduce the 700-odd sizes of windows to about 70.

(6) The industry can build low-cost homes but prospective homeowners won't buy without the chrome. There is no trend afoot in housing comparable to the small car trend in automobiles.

Three sobering facts:

- Nearly 70 per cent of Canadian dwellings are owner occupied, probably the largest percentage in the world.
- Mobility is low because of moving costs.
- Some six million Canadians are under 18, will be starting to look for housing in the next few years.

★ ★ ★

LEASEHOLD LAND FOR housing may be available in Canada next year. Scheme now brewing in Ontario (subject to final approval by authorities) provides land on a 90-year lease and a house for purchase on a 20-25 year mortgage. Result: 20 per cent cut in purchase price. Leasehold sites have already caught on with industry.

Vacation Real Estate Boon to Region

An economist for the Atlantic Provinces Economic Council stationed to the University of New Brunswick, Fredericton, is taking a look at the little explored field of what he calls "vacation real estate", APEC headquarters announced in Halifax.

APEC Economist Dr. Maurice J. Boote will attempt to evaluate existing summer homes and residences in the Atlantic region and determine in dollars and cents the potential value of this aspect of real estate to the region.

"With our relative proximity to New England," he said in Halifax, "there is an excellent opportunity to attract wealthy Americans, looking for relief from the summer's heat, and encourage them to build or buy summer homes in the region."

Profitable Thing

"Many individual states in the United States, particularly in New England, have been able to turn this aspect of real estate into a very profitable thing", Dr. Boote said.

"We in APEC feel that there are many municipalities and areas within the Atlantic region that would well be suited and attractive for such development."

Dr. Boote pointed out that Chester, N.S., is one municipality among others that derives a great portion of its municipal revenue through taxation of its "vacation real estate".

★ ★ ★

Telephone in Car Big Aid to Sales

A car dealer in the United States has installed a two-way radio telephone in his car. Making use of the device to sell new automobiles, he would drive into a prospects driveway and call him on the phone.

"There's a new 1958 hardtop in your driveway" he would say: "How about coming for a demonstration ride?"

Naturally the prospect runs to the window in surprise and after a glimpse of the new car, can seldom resist a ride. Through the dealer's ingenuity and his knowledge that getting the customer out for a demonstration is often half the battle, a great many sales resulted.

For real estate men, the radio telephone has a lot to offer. It means

they can take calls direct from their car instead of leaving them with a secretary or an answering service. In many cases, he can make a call visit in that particular locality without having to return to his office to check on calls.

It's uses are endless. You can phone prospects from outside their house to find out if they are home, or call on "cold turkey" prospects from their driveway to see if they'd like to list their house for sale.

E. J. Oliver, Ottawa realtor, was one of the first realtors in Canada to have a car phone installed for use in his business. Advertisements for his firm feature a picture of Mr. Oliver at his car-phone with the caption "you can always reach Ernest J. Oliver."

Now he wouldn't be without it, wonders how he got along before it was installed.

★ ★ ★

Modular House Relates Standard Sizes

Construction of a "modular" house has begun in Ottawa. Purpose of the house is to show builders and manufacturers of building materials the potential advantages of modular co-ordination.

With this system of building, all component elements of a house—doors, windows, fittings—as well as the house itself, are build in terms of a fixed basic dimension so that parts can be assembled on-site without modification. The module adopted for the demonstration house is four inches.

Sponsorship of the project has been undertaken by the National House Builders Association in co-operation with the Division of Building Research of the National Research Council and Central Mortgage and Housing Corp.

Standard Sizes Unrelated

At present many manufacturers supply standard size products, but there is no relation between the standard sizes supplied by different industries. Adoption of a standard module could result in economies in production and handling of materials and components, speed designer's and fabricator's work.

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TOO MUCH CREDIT

Mankind may never have to go back to living in trees, but a good many are already out on a limb.

CIR BOOKS

Thinking of taking the CIR course next year? Why not read up on some of the texts this winter so that you'll be better equipped to start out with the assignments next fall?

The Canadian Institute of Realtors supplies students all the texts required for the first year of the Correspondence Course, on a prepaid or C.O.D. Express basis. The following is a complete list of those books.

ACCOUNTING Elements of Accounting—Fergusson & Crocombe, \$2.20.

LAW Anger's Summary of Canadian Commercial Law—16th Edition,

BROKERAGE How to Operate a Real Estate Business—S. L. McMichael, \$5.75.

How to Keep Real Estate Office Records—Wilma C. Helti, \$5.00.

ECONOMICS Introduction to Political Economy, \$4.25.

APPRAISAL The Appraisal of Real Estate—A.I.R.E.A., \$8.50.

GENERAL The Salesman's Handbook, \$2.50.

Neighborhood Planning—Prof. V. J. Kostka, \$4.00.

Write Canadian Institute of Realtors, Dept. F., 109 Merton Street, Toronto 7, enclosing particulars of the books you require.



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THE EDMONTON JOURNAL

One of the eight Southam Newspapers

APPRAISAL SECTION

Your appraisal Editor, J. I. Stewart, is a graduate of the University of Toronto and Osgoode Hall Law School and also holds the degree of Master of Commerce from the University of Toronto. He has successfully completed the basic course in Town Planning at the University of Toronto, and is currently engaged in studies leading to the Master of Arts in Economics. Mr. Stewart is manager of the Appraisal and Mortgage department of Shortill and Hodgkins Ltd. and has lectured extensively across Canada on all phases of real property.



J. I. STEWART
M.A.I., A.A.C.I.,
S.R.A.

For What It's Worth

The Place of Industry in Canadian Communities

PART II—Industrialization and Utilization

By J. I. STEWART

5. Danger Signs

So far we have been considering and discussing factors of location which, it will be observed, are practically all economic in character. This probably is unavoidable under what is fondly called "the free enterprise system" as if we leave the development of our economy to the assumed "forces" which competition is supposed to put in balance and if we stress profitability as the major (in fact in many cases the sole) criterion of a successful operation, we must abide by the results obtained by the interplay of millions of unrelated and often selfish decisions.

This emphasis on profitability has in the past brought about relatively good results due perhaps to chance, but more often probably to the fact that when economic factors are in balance many other factors are at their optimum levels. "Industry" is really just "people" and as people require society, it is necessary that the interplay profits but also optimum human, social and utilitarian of economic forces should not only produce optimum values.

No Values Except Economic

Lewis Mumford (see *The Culture of Cities*) has pointed out that perhaps the most important fact in urban development was the enormous rise in world population in the 19th century which would have been impossible unless the "frontiers" of the world (i.e., the colonies) were opened up. The temptation (and a profitable one) was to push on into new territories, laying waste to the older ones by means of irresponsible development. Profits flowed and when the stream of profit dried up, the individual or group simply moved on. There was no particular incentive to consider any values except economic. Unlimited land was available and the increasing population made labor available too and under conditions which the "boss" wished to impose.

The frontier is now closed—no longer do we have unlimited land available to waste. True, the physical quantity of land is almost unlimited but that which is economically suitable for human habitation and use is definitely not. As Patrick Geddes, one of the fathers of modern Town Planning, pointed out in 1918, the industrial

order sought a good location in terms of situation and communication; it then confused and deteriorated these advantages into the planless middle of our present cities. He continues to the effect that depression and deterioration both of the worker and his work, and also of management, increased as the good situation which they had become wasted and spoilt.

Only 7 Per Cent Arable

At a fairly recent conference of the Community Planning Association of Canada and the Town Planners Institute of Canada, this major issue was the theme of an address by Dr. J. W. Watson, Chief of the Geographical Branch of the Department of Mines and Technical Surveys of the Federal Government. Dr. Albert Rose of the School of Social Work, University of Toronto, summarized Dr. Watson's conclusions in a lecture given to a course in Real Estate Appraisal at the University, to the following intent:

(1) It is estimated that no more than 7 per cent of Canada's total area is arable, that is suitable for cultivation. The products of this relatively small acreage must support our entire population and in fact produce surpluses for export.

(2) The process of urban growth is tending to remove from these basic agricultural uses an important proportion of our best land. As an example, it is considered that 15 per cent or more of the agricultural land of the Niagara Peninsula has been "chewed up" for residential and other urban land uses since 1945. The result of this process is inevitably higher costs of production for food, higher living costs, higher wage demands and an additional spiral-like impetus to the inflationary pressures which beset our economy.

(3) Along with the fact that land is relatively scarce in Canada and is being converted without careful consideration from its best use to other uses, it seems to be true from the point of view of geography that Canadian growing areas are actually on the climatic margins of North America. Our wheat and corn belts, our fruit belts experience average temperatures and rainfall which are close to the margin of suitability for the growth of these crops. If we are somewhat less fortunate in certain

THE PLACE OF INDUSTRY

(Continued from page 14)

seasons and fall below ideal temperatures and secure less than satisfactory precipitation we will experience crop failures (witness the drought of the early 1930's) or sharply reduced yields. We are literally living on the margins of cultivation.

Increase in Land Values

If we may assume that one of the most responsible Canadian geographers was not exaggerating our situation with respect to land in this country, we might sum up the situation in a few simple propositions:

(a) This is a vast country but very little of its land is capable of producing food and thus supporting an increasing population.

(b) We can no longer take the view of our 18th and 19th century predecessors that we have land "to burn" and that we can afford to be wasteful with this previous resource.

(c) As our economy expands along with our population the demand for scarce land will increase in relation to the supply (barring a chaotic depression) and the increased land values of the past decade will seem like the normal "good old days".

(d) The competition for scarce land can become chaotic unless we control its direction, unless we take steps to prevent the conversion of land from its best (agricultural) uses to less desirable uses while less desirable (agricultural) land goes begging for any use.

(e) There is a critical need for planning, in this case for land use planning, at the local, provincial and federal levels although the responsibility is clearly a matter for Provincial jurisdiction over "Property and Civil Rights"

Trends in Population

Canada's population at the census date of June 1, 1951, as set out in Section 92 of the British North America Act, was approximately 13.6 millions; three years later it was close to 15.2 millions, in mid 1957 it is about 16.5 millions. This is a tremendous yearly addition to our population, a rate which may or may not continue throughout the decade. At the Joint Planning Conference of the Community Planning Association and the Town Planners Institute mentioned previously, Dr. E. G. Faludi, well-known Toronto Planning consultant, attempted to estimate the annual national requirements for land for residential and industrial purposes assuming conservatively an annual increase in population of 40,000. Dr. Faludi's findings appeared as follows:

(1) To house an increased annual population of 400,000 approximately 135,000 new dwelling units will be required.

(2) Assuming that 80 per cent would demand a single family unit, land requirements for housing would be:

For 100,000 single family dwellings at 4 houses per acre—25,000 acres.

For 35,000 multiple dwelling units at 25 units per acre—1,500 acres.

Giving a total of about 26,500 acres for net residential purposes.

(3) In order to estimate industrial land requirements we must establish the proportion of yearly increase in population employed in industries. Using 1951 census data wherein 28 per cent of total population were wage

earners, we can estimate an additional 114,000 wage earners per year (28 per cent of 40,000). Nearly a third of these wage earners will be employed by manufacturing of these wage earners will be employed by manufacturing and service industries requiring additional industrial lands.

(4) While recognizing great variation in floor space per employee in various industries, Dr. Faludi estimated a need for about 700 square feet industrial floor area per employee, an additional 1,500 square feet for storage, open space and parking with provision of 2,200 square feet for future plant extension. He thus arrives at a figure of 4,500 square feet per employee, multiplied by 36,000 new industrial wage earners (the 1951 proportion of 114,000 previously estimated) and arrives at a need for 4,000 acres of industrial land per annum.

Average Land Requirements

Another way of presenting this information more simply is to suggest that for each additional 1,000 persons we require an additional 66 acres for residential purposes and 10 acres for industrial purposes.

Needless to say, it is impossible to apply these estimates accurately to any specific community. They might be worthy of application to a whole employment region, perhaps, but they do serve as a guide and a warning.

They provide some notion of our normal land requirements merely for the purpose of meeting annual population growth. They serve to underline the warning that we have long since passed the stage where we can afford to squander our scarce land resources.

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TORONTO DAILY STAR

CO-OP REPORT

Heading for Record \$300 Million?

Having already passed the total of 1956 sales, Canadian Co-Ops look like their heading for a record \$300 million in gross sales before the last day of 1957 is torn off the calendar.

With sales currently running at about \$24 million a month, they are already ahead of the all-1956 total by \$43 million dollars, standing at \$294 million. Just another \$6 million to go and we'll be over the \$300 million hump!

Few changes took place in the standings this month. Long time rivals, Calgary and Winnipeg swapped positions with Calgary bettering its last-month sales and rising above Winnipeg into fifth place.

Listings in Vancouver have topped the 10,000 mark so far this year, and the Board confidently expects that its sales will top the \$40 million mark by year's end.

Sales in Victoria are averaging out at about 50 per cent more than October.

Brantford Board put up a creditable performance this month. Just under 50 per cent of the listings for the month of November were reported sold, and the year to date figures show this board (serving a population of 50,000) is averaging 45 per cent of listings sold.

The Nipissing Board (celebrating its change of name from North Bay Board) sold 90 per cent of its months listings, only to be bettered by Galt-Preston-Hespeler, which advised that all of the properties listed for the month were sold . . . a 100 per cent figure.

Sells Own Home Through Co-Op

What does a Realtor do if he wants to sell **his own house**?

If he's a wise broker he'll list it on the local Co-Op.

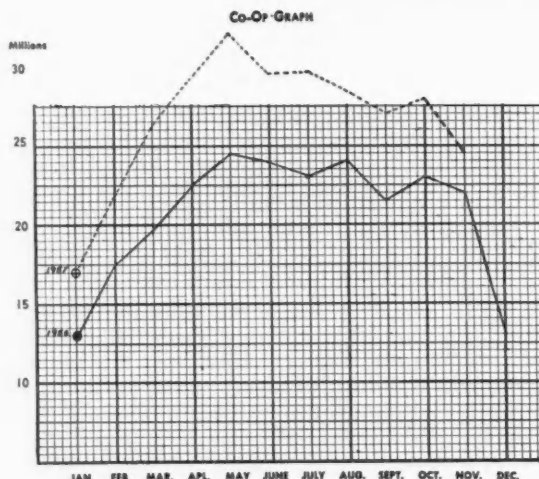
That's just what Phil Seagrove of Hamilton, president of the Ontario Association of Real Estate Boards, did when he bought a new house in Ancaster just before Christmas.

Even President Phil, always an enthusiastic supporter for the Co-Op system (which he was instrumental in founding in Hamilton) was surprised at the results.

Phil Seagrove, better known as "Mr. Co-op", with the comparative review of co-op operations across the country.



Monthly graph shows how this year's co-op sales across Canada now are well above the sales reported last year.



— Total Sales in 1956, by months.

- - - Total Sales in 1957, by months.

His house was sold just three days after it was listed on the Co-Op. The sale was negotiated by a Realtor who lives across the street from Mr. Seagrove.

Who bought the House? Mr. Seagrove's next-door neighbor!

Bought Next Door

Howard McCullough secretary-treasurer of the Hamilton Real Estate Board reports on a similar incident which occurred last November, when a Realtor in Hamilton bought a house that was listed through the Co-Op system.

The house he bought was his next-door neighbor's, which he had no idea was for sale until he saw it on the Co-Op.

Mighty Efficient

It all adds up to a pretty efficient Co-Op system, and proof of our old motto "You'll buy or sell faster through Co-Op". This holds good whether you're buying or selling a house, and whether you're John Q. Public, or the President of the Ontario Association of Real Estate Boards.

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Co-Op Statistics — November, 1957

Position as of 1956 Nov. 30th, 1957	Board	Gross Co-op Sales			Listings			Listings Sold			Population in Thousands
		Year to Date	Nov. 1957	Nov. 1956	Year to Date	Nov. '57	Nov. '56	Year to Date	Nov. '57	Nov. '56	
1	Toronto.....	87,669,557	9,021,581	7,621,095	15,354	1,355	1,324	5,576	544	486	1,300
2	Hamilton.....	42,223,132	3,014,057	3,271,031	8,329	3,637	640	645	245	289	259
3	Vancouver.....	36,663,072	2,857,945	2,472,330	10,091	881	642	3,259	243	236	614
5	Ottawa.....	17,670,039	1,253,840	1,354,950	3,761	300	252	1,254	86	85	220
4	Calgary.....	16,728,425	1,583,925	1,179,468	3,876	347	259	1,333	116	99	390
6	Winnipeg.....	16,209,704	1,004,520	648,553	3,871	241	219	1,548	98	69	390
8	Montreal.....	15,821,207	1,088,450	883,685	2,182	151	108	626	49	35	1,500
7	Edmonton.....	10,472,405	927,240	1,027,590	3,509	362	232	935	80	102	223
9	London.....	7,885,490	689,595	572,900	1,862	167	120	725	65	55	101
12	New Westminster.....	7,350,521	725,490	240,915	2,733	256	136	853	80	25	31
10	Victoria.....	6,448,420	586,168	389,888	1,725	171	122	708	69	43	115
11	Kitchener.....	6,297,609	662,200	390,910	1,348	138	78	565	55	38	74
15	Saskatoon.....	3,035,077	160,750	205,958	958	51	69	365	23	25	70
18	South Peel.....	2,858,387	168,900	292,800	549	39	38	163	9	19
13	Bramford.....	2,481,883	189,225	152,050	635	47	49	273	20	18	50
21	Samia.....	1,652,096	40,000	57,000	355	25	23	146	4	6	45
32	Oshawa.....	1,378,850	81,200	45,800	443	31	5	125	8	3	50
19	Regina.....	1,313,754	43,800	378	378	18	127	5
16	Oakville.....	1,177,975	56,250	41,575	199	11	22	70	4	2	10
17	Orillia.....	1,007,125	75,400	83,150	339	22	10	109	9	8	10
20	Niagara Falls.....	912,500	49,900	51,800	270	16	15	74	5	4	50
19	Peterboro.....	888,900	128,000	107,900	323	26	10	90	10	12	42
22	Sudbury.....	727,956	50,900	21,000	162	13	17	46	3	2	50
27	Fort William.....	594,125	17,000	96	7	48	1	38
26	Guelph.....	564,340	59,400	23,250	116	5	20	56	3	32
31	Kingston.....	561,550	57,800	14,250	106	11	8	37	4	1	47
24	Galt-Preston.....	557,890	57,800	30,300	158	7	12	62	7	3	23
35	Nipissing.....	555,325	96,500	227	9	11	48	8	35
23	St. Catharines.....	546,178	65,600	62,900	251	19	32	54	6	6	12
30	Welland.....	458,545	32,000	8,300	304	27	4	54	6	1	40
32	Brampton.....	461,300	9,000	91	10	31	1	15
33	Barrie.....	400,875	32,200	155	8	40	3	15
29	Sault Ste. Marie.....	335,747	23,800	57	4	1	26	3	36
35	Chatham.....	250,390	23,000	140	12	26	2
25	Cornwall.....	145,250	1,500	10,250	139	17	6	21	1	1	40
37	Nanaimo.....	94,250	74	13	11
		294,399,849	24,877,136	21,262,598	65,166	8,454	4,484	20,120	1,872	1,676	5,873
	° Reports from Red Deer, Wind- sor arrived too late for inclusion.										



Association of Real Estate Boards

Executive Committee:

P. A. Seagrove, President, Hamilton.
F. N. McFarlane, Vice-President,
Ottawa.

Regional Directors: Wilf Webb, London; A. Hawrelak, St. Catharines; C. W. Rogers, Toronto; F. J. Dawson, Sault Ste Marie; P. H. McKeown, Ottawa.

Secretary-Treasurer: H. W. Follows.

Form New Board At Tillsonburg

A new board has been formed in Ontario, directors of the OAREB learned in Toronto last month.

The officers of the Association were meeting at the Regency Towers Hotel, for the final directors meeting of the year.

Announcing the formation of the Tillsonburg and District Board, W. J. Webb, director of Region No. 1 paid tribute to the assistance he had had from London district realtors who had accompanied him to Tillsonburg, and to the President and Executive Secretary, whose visit had encouraged the new Board to go ahead. "Twelve broker members have been signed up", added Mr. Webb, "and they intend to start a multiple listing co-op in the near future."

Also for discussion at the meeting:

- A summary of the activities of the License Law Committee, which is working on revisions to the Licensing Law in Ontario. P. J. Harvey reported this project well under way, with an approach shortly to be made to the Attorney General's department.
- Final details of the Hamilton OAREB conference. Boards were requested to make arrangements for their secretaries to attend the conference to hear the panel discussion on board operation for secretaries.
- Importance of a financial reserve for all boards. Consensus of the meeting was that all boards should form an adequate surplus before cutting costs of Co-Op service. One year's operating costs was a suggested figure.

BIGGEST BOARD

Membership in the Toronto Real Estate Board now totals 2,248. Active members total 426; active associate members total 1,785; and associate members 37.

Toronto Aims for Sales To Top \$100 Million

Toronto Real Estate Board, Canada's biggest, with a record membership of over 2,200 brokers and salesmen, is hoping to hit a record target of about \$100 million in sales through its photo co-op selling system.

25 Per Cent Increase

That represents a 25 per cent increase over 1956 for the system which, by a large and complex organization, provides daily listings of non-exclusive properties for sale in the area.

This was reported at the recent annual meeting of the board which elected Raymond Bosley, **W. H. Bosley & Co.**, president for 1958, with Mrs. Grace E. Leckie, **Grace E. Leckie Real Estate**, and Hugh Shortill, **Shortill & Hodgkins Ltd.**, as vice-presidents. Bosley takes over a post formerly held by his father, W. H. Bosley and later by his brother, Murray Bosley, now president of Canadian Association of Real Estate Boards.

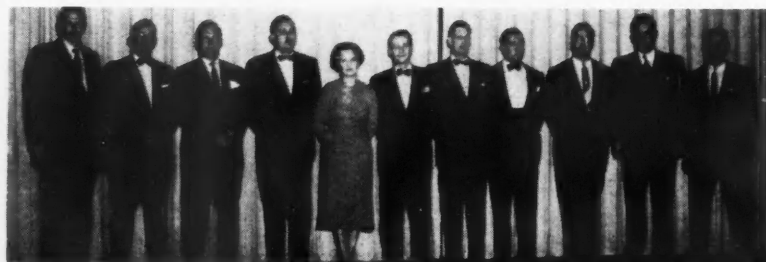
Other Officers

New chairman of the board's growing investment, commercial and industrial committee is Goodwin Gibson, **Gibson Bros. Ltd.**, and chairman of the salesmen's division is Gerry Ford, **Shortill & Hodgkins**.

Other officers of the salesmen's division are: Immediate past president, George Calladine; vice-presidents, Ross Barrett, John Hancharek, Mrs. Ray Jackson and Garth Webb.

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NEW OFFICERS AND DIRECTORS of Toronto Real Estate Board for 1958 are pictured here after the Annual Election meeting, December 5. From left to right: Andrew Hazlett, Jr.; Harvey Keith, Goodwin Gibson; Harry Bailey; Grace Leckie; Raymond Bosley; Harry McArthur; Hugh Shortill; Charlie Hall; Brian Magee; Gerry Ford. (T. G. Sanagan was absent when the photo was taken.)

TREB Has Float In Grey Cup Parade

Half a million spectators lined the streets of Toronto in late November to see carnival Toronto uncork its annual champagne bottle. It was the bubbling, boisterous Grey Cup parade . . . and an hour-and-a-half of girls, bands, cheerleaders, floats and policemen.

In amongst the 152 floats, the 17 bands, 18 troupes of majorettes and cheerleaders was the Toronto Real Estate Board's float, offering spectators a "Welcome to Canada's Fastest Growing City". The float was a model of the city with nine footballs was a model Sputnik with a toy dog inside.

Seen On Television

Besides being seen by the estimated 500,000 people who lined the parade route, the Toronto Board's float was seen by millions of others on TV both as a live telecast and in newsreel features later in the day.

Women In Real Estate Hold Annual Tea

Annual tea for women in real estate in Toronto was held at the Granite Club November 28th.

Receiving guests were Mrs. J. L. Jackson, chairman of the committee, Mrs. Royden D. Kerby, vice-chairman, and Mrs. Harry C. McArthur wife of the president of the Toronto Real Estate Board.

Mrs. Raymond Bosley, Mrs. Murray Bosley, Mrs. Grace Leckie and Mrs. Hugh Shorthill poured tea, for those attending.

Christmas Dance

Ballroom of the Royal York Hotel was filled with Toronto Real Estate Board members and their guests at the TREB Christmas Dance, November 17th.

On hand to entertain the throng were Juliette, and bandleader Denny Vaughan.

Annual Sales Conference

Some 400 Toronto and district realtors and salesmen attended the November 27th sales conference of the Toronto Real Estate Board.

The session was conducted by Fred J. Bashaw, well-known U.S. sales con-

sultant and lecturer. Some of the points he emphasized to the realtors were:

- In a competitive market, listings must be realistically priced
- Salesmen sometimes rely too much on surface talk, flounder before objections
- Good advertising is a broker's best selling tool
- Nothing is more important than positive thinking is overcoming mortgage difficulties.
- Mental composure is effective in negotiation as well as being vital to health.

Mr. Bashaw conducted a similar course in Toronto last year. He is a past president of the Providence Real Estate Board and the Massachusetts Chapter of the society of Residential Appraisers, and had served as the executive secretary of the American Institute of Real Estate Appraisers.

OTTAWA

Planning Engineer Discusses Rezoning

Ralph Borrowman, Ottawa planning engineer, addressed the November 27th meeting of the Ottawa Real Estate Board. Topic under discussion was the effect of provisions likely to be made on use of lands contingent to the Queensway, Ottawa's new thoroughfare which was inaugurated during Queen Elizabeth's visit to Ottawa last fall.

Miss Rough Rider Attends

Vyeing with Mr. Borrowman for the spotlight at the meeting was Miss Ottawa Rough Rider, Adele Grace of Arnprior, who was presented by the board with a cheque for \$100 to help cover her expenses whilst visiting Toronto for Miss Grey Cup title. Local papers gave this part of the meeting good coverage, printing a photo of Miss Grace with Ottawa Board President Norman MacFarlane resulting in good publicity for the board.

Mr. Borrowman suggested that more stringent provisions will be made respecting use of open yards, building setbacks and architectural appearance on the Queensway. He told the Board members that the city was very much concerned with the forms of development that would border the \$30,000,000 project and felt that something should be done to protect these lands along the route.

Bylaws to this effect will soon be promulgated.

Panel Discussion

A panel discussion followed. Members were Mr. Borrowman, Arnold Faintuck, and Gerald Burt. Bill Beveridge acted as moderator. President F. Norman McFarland was chairman of the meeting.

TIMMINS

Discuss Ethics

Hamilton Realtor Harry Spenceley was guest speaker at the December meeting of the newly formed Timmins Real Estate Board.

Hamiltonian Spenceley gave the Timmins brokers a personal invitation to attend the OAREB conference next February before launching into his topic for the evening "Ethics".

"Attending a conference is a sound investment" he said, citing an incident arising from his participation in a Convention Round Table on Income Properties in 1953, which had netted him \$16,000. "It was a direct result of taking part in this panel and meeting a Toronto Realtor, that I was able to participate in the sale of an Ottawa apartment building which netted me that sum. It sure paid me to attend that convention."

Elaborating on ethics in the real estate field, Mr. Spenceley told his audience: "The continual daily practice, in thought and word and deed, of the greatest rule of all 'do as you would be done by' will give you the best formula for ethics that I believe exists."

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GUELPH AND DISTRICT

Annual ladies' night of the Guelph and District Real Estate Board was held November 26th in the Latin Room of the Green Rooster Restaurant. President McDougall and his wife welcomed members and their guests.

Turnout of members and their wives and friends was the largest recorded at a Guelph Board function: each lady in attendance received a gift, and the party was entertained with movie films of life in the Arctic, presented by Dr. Secord, who was guest of honor.

Dr. Secord and his wife have spent many years in the Arctic attending to the welfare of Eskimos and Indians.

LONDON

Board Busy On P-R Program

Good public relation has been the keynote of recent activities of the London Real Estate Board.

A representative panel of local builders was invited to the November meeting of the board and discussed with realtors the possibility of instituting special co-op rates for selling builders' houses. The representatives of the London House Builders' Association discussed this and many other mutual problems with the realtors, and the suggestion was put forward that builders may eventually sell all their houses through realtors.

Further developments are expected when the builders report back to their own association.

Booking Speakers

Members of the directorate of the London Board have been speaking before dinner meetings of local fraternal organizations, such as the Kiwanis, Lions, Seratoma, Optimist Clubs, etc., and this program has met with great success.

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STRATFORD REAL ESTATE BOARD

Members of the Stratford and District Real Estate Board entertained their wives and guests from the Stratford Bar Association, the city planning board and other civic officials at the Victorian Inn on December 5th.

Douglas Snedden welcomed the guests. Among those present were Ernest Davis, City Tax Collector, and Mrs. Davis; William Dickson and Samuel Ellam, assessors; John Anderson, president of the Perth County Bar Association, and Mrs. Anderson; Mr. and Mrs. K. Q. Gordon, and Mr. and Mrs. N. K. Fiebig.

Neil McEwen, Maurice Brown and Harold McNeill were in charge of the arrangements. The program was planned by the board's special events committee.

SOUTH PEEL BOARD LADIES' NIGHT

Two hundred members and their guests met at Chreston's Banquet Hall, Aplewood Village for the Annual Ladies' Night of the South Peel Real Estate Board.

At the head table with their wives were board president Ron Sanderson, vice-president Arthur Farrington, entertainment committee chairman John Roberts. Guests included Mr. Jack Plaus, Prudential Trust Co.; Mr. Cliff Rogers, regional director OAREB; Earnie Mitchell, president of the Brampton Real Estate Board; H. W. Follows, executive-secretary, OAREB and Quentin Burke, OAREB associate secretary, and their respective ladies.

OSHAWA-WHITBY BOARD

New officers of the Oshawa-Whitby Board are as follows: President, Carl Olsen; Vice-President, John A. J. Bolahood; Secretary-Treasurer, Douglas Wilson; Directors, Lloyd Metcalf, Wm. McFeeters.

WELLAND DISTRICT REAL ESTATE BOARD

At the annual meeting of the Welland and District Real Estate Board, on December 11, the following officers were elected for 1958: President, Herb Burton; vice-president, Don Mason; treasurer, Don Alsop; secretary, Jessie McClaren; directors, Alice Katool, Wally Mole and Wray Taylor.

Retiring president Phil Audet congratulated the incoming executive. Mr. Burton introduced Andy Hawreliak, regional director for OAREB

who spoke on Salesmanship and Associated Selling Techniques.

Thirty-five brokers and salesmen were at the meeting.

W. W. TAYLOR Hamilton Broker

The death occurred November 19th of W. Wallace Taylor, well-known Hamilton realtor. Mr. Taylor had operated his own real estate business in Hamilton for the last ten years, and will be missed by his many friends on the Hamilton Real Estate Board.

ST. CATHARINES-NIAGARA REAL ESTATE BOARD

Officers of the St. Catharines-Niagara Board for 1958 are as follows: President, Frank L. Landry; 1st vice-president, P. J. Green; 2nd vice-president, K. Fowler; past-president, B. J. Grosse; directors, E. J. Graves, D. Plumb, H. Sheehan and R. Cooper.

Appraisal Institute Formed in St. Catharines

The Niagara Chapter of the Appraisal Institute of Canada was formed May 15th, 1957 at St. Catharines, Ont., and now has a membership of 39.

Board of Directors is as follows: Andy Hawreliak, president; A. S. Kimberley, vice-president; C. C. Patterson, secretary-treasurer; Hubert Sheehan and L. B. Tripp, directors.

This winter, a fall course in Appraisal is being given in St. Catharines, with Mr. Grant Phinney as lecturer. Lectures take place weekly, and a final examination is scheduled for March.

GALT-PRESTON-HESPELER

A recent meeting of the Galt-Preston-Hespeler Real Estate Board elected its new executive for 1958.

They are: President, Norman McLeod; Vice-president, Harry J. Ross; Past president, Mervin L. Himes; Treasurer, W. Lorne Day; Secretary, Mrs. A. E. Pulling; Directors, Jim Fenton, Mervin L. Himes, Jack Frazer, Ernest Knack.

☆ ☆ ☆

The kind of success that turns a man's head always leaves him facing in the wrong direction.

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When you get a chance to buy things for a song it's a good idea to check the accompaniment.

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People who get ahead in the world are those who make hay whether the sun shines or not.

COAST-TO-COAST

ALBERTA

AREA Sets Up Examination Board

A committee to advise and assist provincial authorities in the preparation of examinations for real estate agents and salesmen has been set up by the Alberta Real Estate Association. The advisory board consists of Aubrey M. Edwards of Calgary, J. A. Weber of Edmonton and F. M. McKee of Red Deer.

Requirements that agents and salesmen must qualify by examination before being licensed have been in the Real Estate Agents Licensing Act for a considerable time but these sections have not been put into effect by order-in-council, pending establishment of the advisory board. The board was to start drafting examination requirements at the beginning of the New Year, according to AREA officials.

No great difficulty in preparing the program is expected by board members since AREA and member boards have had their own educational programs for several years. Tuition for intending candidates is readily available, they pointed out.

Real Estate Board For Medicine Hat

Alberta will have its fifth real estate board early in the new year. Plans are under way to set up a board at Medicine Hat and an initial membership of about 25 is expected.

Calgary, Edmonton, Red Deer and Lethbridge have had real estate boards for some years. All of these work on the co-operative listing basis. They have a total active membership of approximately 650, of which 270 are in Calgary.

Plans are also in preparation for the annual convention of the Alberta Real Estate Association, to be held in Lethbridge, March 15.

Buy Permanent Home

At the December General meeting of the Calgary Real Estate Board President C. Elmer Sanders advised the membership that the Association had purchased the Junior League building at 622 - 5th Ave. West as a permanent home. Mr. Sanders declared that the property had been purchased outright and was presently

being completely remodelled and that plans were being made to move into the building December 30th. Mr. Sanders declared that most of the functions of the Association could be handled in the new building and that parking was available for members.

The announcement of this important step by the Association was covered by the newspaper and radio stations and Mr. Sanders said an Open House and official opening of the building would be held early in the new year.

BRITISH COLUMBIA

Vancouver MLS Continues Top Pace

November sales through the Vancouver Real Estate Board's Multiple Listing Service continued the unbroken record of new highs for each month with \$2,857,945 as compared to \$2,427,330 for the same month last year.

Unit sales were 243, an increase of seven over last November. Total sales for the first eleven months this year through M.L.S. have reached \$36,663,072 slightly more than \$4,000,000 above the first eleven months of last year.

To date the Multiple Listing Service has sold a total of 3,259 units, compared with 2,984 up till the end of November last year. Unofficial estimates for December indicate that the Vancouver M.L.S. will easily set a new high during the final month of the year as well and should almost reach the \$40,000,000 mark for the whole year.

Vancouver Board Holds Final 1957 Meeting

Members of the Vancouver Real Estate Board turned out in good numbers for the Board's final meeting of the year, the annual Christmas luncheon, December 18. A well-balanced program of local entertainment replaced the customary business session.

The same evening the North Vancouver Division of the Board held its annual meeting in the Thunderbird Room at Capilano Canyon in North Vancouver.

The Board's West Vancouver Division will hold its annual dance at Capilano Gardens in West Vancouver on January 23. Annual business meeting of the V.R.E.B. will be held January 20 with the annual meeting slated for February 18.

MANITOBA

Elect President

Recent annual meeting of the Manitoba Real Estate Association elected D. J. Reid president for the year 1958. Mr. Reid had previously served the association for several years as vice-president.

Vice-president of the association is Sinclair Lewis, managing director of the John Flanders Co. in Winnipeg.

SASKATCHEWAN

Prince Albert Board

Charles Ward was elected president of the Prince Albert Real Estate Board at December Annual Meeting. Other officers elected were: Don McDonald, vice-president; Fern Pavlick, secretary-treasurer; Ed Topping, Cliff Galloway and Marvin Hubel, executive members.

Twenty members of the local board attended the meeting as well as eight real estate members from Saskatoon.

A panel discussion was presented by the Saskatoon group of which Bob Klombies, regional vice-president of the Canadian Association of Real Estate Boards was moderator.

Subjects covered by the panel were listings, advertising and residential sales. Speakers were Harry Link, Jack Bailey and Gordon McCallum.

During the discussion period, public service, business ethics and strengthening of real estate organizations were discussed.

QUEBEC

Commission Rates Increased in Montreal

Montreal Real Estate Board has voted an increase in commission rates on sales and purchases of residential property in the Montreal metropolitan area, including apartment houses, office buildings and stores, "to offset part of the rising costs of doing business".

No changes, however, were made in the prevailing rates on transactions outside the metropolitan district, in co-operative listing rates in all areas, and in commissions on types of property other than residential, offices or stores.

The new basic rate of 4 per cent, up from 3½ per cent, to come into effect on January 1, 1958, was adopted at a special general meeting of the 150-broker-member Board.

New NIREB Bulletins Make Profitable Reading

The bulletins of the National Institute of Real Estate Brokers of the U.S. National Association of Real Estate Boards are interesting and informative. Written by top men in their fields they are available to members of the US Institute, and by special arrangement, to members of the Canadian Association of Real Estate Boards.

Order your requirements now: some of these books are in short supply and current stocks may be exhausted before long.

The titles mentioned below are in stock at the CAREB office at 109 Merton Street, Toronto 7, and are available for \$2.50 each.

REAL ESTATE IT'S WONDERFUL, 64 pages, by Hobart C. Brady.

The boundless enthusiasm expressed in the title of this bulletin is one of the qualities which have helped Hobart C. Brady to attain outstanding success in the real estate field. A past-president of NAREB, Mr. Brady has been active in many other civic fields, such as the Red Cross, Chamber of Commerce, Community Chest, etc. There can be no doubt that real estate is wonderful for a man who lives and works by this creed—or that real estate can be wonderful for all who read Mr. Brady's words and share his enthusiasm.

SUCCESSFUL SALES METHODS FOR TODAY'S MARKET, 64 pages (articles by 22 realtors).

Twenty-two realtors co-operated in the preparation of this bulletin, which reflects the problems of a real estate broker working in the controlled economy. The articles were contributed by brokers from coast to coast, and contain concrete ideas which have worked in some part of the continent . . . perhaps they will work for you.

SALES MEETINGS, 48 pages (various authors).

This bulletin is designed to bring to the attention of readers the stimulating effect of sales meetings, contests, bonus plans, and to discuss briefly panel meeting procedures. It emphasises the important part played by sales meetings in a properly coordinated office.

REAL ESTATE ADVERTISING, 64 pages (various authors).

This bulletin is of incalculable

assistance to realtors in establishing advertising procedures and costs. In its pages, you'll find successful adverts, appealing headlines and helpful hints. There are references to radio and TV adverts, and even an "Automatic Classified Ad-Writer".

GREATER PROFITS FROM LISTINGS, 64 pages (edited by Donald Moore).

Twenty realtors have added Mr. Moore to prepare a bulletin which covers the many problems of listing properties. New or old, the salesman or broker who carefully studies these sources of listings and the methods by which they are obtained can reduce costs and build profits for himself.

NEW BUSINESS FROM OLD, 64 pages, edited by Wallace A. Peacock.

"If you cared for your client—if you haven't forgotten him—the chances are he won't forget you" writes Mr. Peacock in his foreword to this bulletin. In the pages that follow eighteen other realtors show how caring for customers has brought them repeat business.

TODAY'S HOME: KNOW IT, SELL IT, 64 pages, editor, Harrison L. Todd.

Tested routines for evaluating the salability of homes, showing them to prospects and following through with tested closing ideas are given in this bulletin by authors who have collaborated with the well-known realtor, Harrison L. Todd, of Camden, New Jersey.

VICTORIA

Top Speakers Heard

The Real Estate Board of Victoria capitalized on the CAREB Convention being held in Vancouver, The Multiple Listing Bureau organized a competition and as a result twenty-one salesmen had costs to attend the Convention subsidized by the Bureau.

In the spirit of competition, Victoria challenged London, Ontario, that in the period from April 1st to the middle of October, 1957, we would do a greater volume of business. The award went to London by a few hundred thousand difference. It was with pleasure the trophy (a Totem Pole hand-carved by the Haida Indians with a plaque) was presented to the

Eastern city, by Mr. William Bailey, President, on behalf of the Bureau.

Top Speakers

In view of the excellent speakers attending the Convention, Victoria extended an invitation to Mr. B. Willoughby of Toronto, to address a luncheon meeting of the Board four days previous to the commencement of the Convention. Mr. Willoughby kindly made the necessary arrangements to share with us the knowledge he has gained by experience. This address, under the title "The Problems Facing Brokers and Salesmen Alike" was heard by well over one hundred of our members. It was unfortunate that the flu epidemic was at its height at this time. However, upon our asking Mr. Willoughby for a copy of his address, we were able to print it and have it distributed to all sales personnel.

Following the Convention in Vancouver, the Real Estate Board of Victoria was most fortunate to have Mr. Hugh Shortill accept an invitation to attend a special luncheon of the Board on his return from a week's vacation in Hawaii. Mr. Shortill took as his subject "Selling n Today's Real Estate Market." This luncheon had a record attendance of 175.

Sales on Co-Op

It may be said that sales for November exceeded those of the previous year by 50 per cent and it is felt no small measure of this success is due to the recent excellent addresses to our membership.

The Real Estate Board of Victoria at its Christmas cocktail party for agents and salesmen, held Friday, December 13th, at the Royal Victoria Yacht Club, awarded further prizes won in competitions. The annual prize of a gold watch was awarded to Mr. Roy E. Hills, of the firm of P. R. Brown & Sons. Winning salesmen in a further sales competition were as follows:

E. A. Macfadyen of Northwestern Securities Ltd.

Norman Thornber of Western Homes Ltd.

J. A. Dunick of Victoria Realty Ltd.

A. E. Seeber of Financial Survey Ltd.

H. F. Hepburn of Pemberton, Holmes Ltd.

R. DeMontigny of Financial Survey Ltd.

When Multiple Listing commenced, less than three years ago, it had a membership of thirty-one members. The membership in that short time has increased to fifty member firms.

REAL ESTATE DIRECTORY

GENERAL REAL ESTATE

- **CORNWALL, ONT.**
Dominic A. Battista, Realtor,
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- **NANAIMO, B.C.**
"On the blue Pacific"
Nanaimo Realty Co. Ltd.,
Nanaimo Realty Block.
- **SUMMERSIDE, P.E.I.**
"Summerside Realities"
Box 298, Summerside, P.E.I.
- **BARRIE, ONT.**
Charles A. Rogers Realtor,
Sterling Trusts Building,
Parkway 6-6387.
- **OTTAWA**
P. Hubert McKeown,
McKeown Realities Ltd.,
169 Somerset St. W., (CE. 2-4806).

FOR REAL ESTATE SALES

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Spencer & Grierson Ltd.,
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FOR INDUSTRIAL SITES AND PROPERTIES

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Alex E. Hoffman,
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Roy Building.
- **VANCOUVER, B.C.**
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- **WINDSOR, ONT.**
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802 Canada Trust Bldg.
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Ottawa, Ont. Phone CE. 6-7101.

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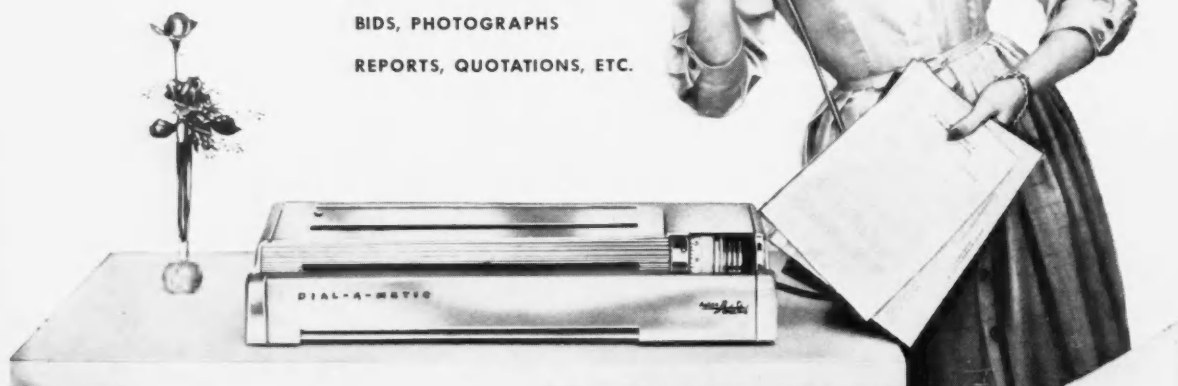
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